

## ORDER



Orders	Order / Rev:	715923
	Alt Order #:	06331768
	Product Desc:	CRAVAAK FOR CONGRESS
	Estimate:	C30N06
	Flight Dates:	10/30/12 - 11/06/12
	Original Date / Rev:	10/12/12 / 10/12/12
	Order Type:	Political

KARE

Name: Smart Media Group Inc/ POL  
Buying Contact: \_\_\_\_\_  
Billing Contact: \_\_\_\_\_  
814 King Street  
Alexandria, VA 22314

Primary AE: Jim Quinn  
Sales Office: T-PHI  
Sales Region: NAT

<b>Advertiser</b>	<b>Name:</b>	<b>CRAVAACK, C / R /CON</b>
	<b>Demographic:</b>	A35+
	<b>Product Codes:</b>	PL-US House Representative
	<b>Priority:</b>	P-2
	<b>Revenue Codes:</b>	AGY, GEN, POL

Billing Type: Cash  
Billing Calendar: Broadcast  
Billing Cycle: WEEKLY  
Agency Commission: 15%

## **Bill Plan**

Start Date	End Date	# Spots	Gross Amount	Net Amount	Month	# Spots	Gross Amount	Net Amount	Rating
10/29/12	11/04/12	71	\$31,250.00	\$26,562.50	November 2012	95	\$41,650.00	\$35,402.50	0.00
11/05/12	11/11/12	24	\$10,400.00	\$8,840.00	Totals	95	\$41,650.00	\$35,402.50	0.00

## Totals

Account Executives				
Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Jim Quinn	North America	USA	Start Of Order - End Of Order	100%

Start Of Order - End Of Order

Order / Rev: 715923  
Alt Order #: 06331768  
Flight Dates: 10/30/12 - 11/06/12

Advertiser: CRAVAACK, C / R /CON  
Product Desc: CRAVAAK FOR CONGRESS  
Estimate: C30N06

Order / Rev: 715923  
Alt Order #: 06331768  
Flight Dates: 10/30/12 - 11/06/12

Advertiser: CRAVAACK, C / R /CON  
Product Desc: CRAVAAK FOR CONGRESS  
Estimate: C30N06

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
17	KARE	11/04/12	11/04/12	Sun 5-530p KARE 11 5 News Su	CM	5-530P	-----S	:30	1	\$700.00	P-2	0.00	NM	1	\$700.00
<b>KARE11NWS-5</b>															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/29/12 11/04/12 -----S 1 \$700.00 0.00															
18	KARE	11/01/12	11/01/12	Tonight Show Tonight Show	CM	1035pm-1135pm	---T---	:30	1	\$575.00	P-2	0.00	NM	1	\$575.00
<b>TONIGHT SHOW</b>															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/29/12 11/04/12 ---T--- 1 \$575.00 0.00															
19	KARE	11/01/12	11/01/12	M-F 2-3p The Doctors	CM	2P-3P	---T---	:30	2	\$175.00	P-2	0.00	NM	2	\$350.00
<b>THE DOCTORS</b>															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/29/12 11/04/12 ---T--- 2 \$175.00 0.00															
20	KARE	11/01/12	11/01/12	M-F 4-430p KARE 11 4 News	CM	4-430P	---T---	:30	1	\$250.00	P-2	0.00	NM	1	\$250.00
<b>4P NEWS</b>															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/29/12 11/04/12 ---T--- 1 \$250.00 0.00															
21	KARE	11/01/12	11/01/12	M-F 430-5p Jeopardy	CM	430-5P	---T---	:30	2	\$600.00	P-2	0.00	NM	2	\$1,200.00
<b>JEOPARDY</b>															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/29/12 11/04/12 ---T--- 2 \$600.00 0.00															
22	KARE	11/01/12	11/01/12	M-F 5-530p KARE 11 5 News	CM	5-530p	---T---	:30	1	\$1,200.00	P-2	0.00	NM	1	\$1,200.00
<b>KARE11NWS-5</b>															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/29/12 11/04/12 ---T--- 1 \$1,200.00 0.00															
23	KARE	11/01/12	11/01/12	M-F 5-6a KARE First Edition M-F	CM	5-6a	---T---	:30	1	\$200.00	P-2	0.00	NM	1	\$200.00
<b>KARE11-1ST EDT</b>															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/29/12 11/04/12 ---T--- 1 \$200.00 0.00															
24	KARE	11/01/12	11/01/12	M-F 9-10a TODAY	CM	9-10a	---T---	:30	2	\$175.00	P-2	0.00	NM	2	\$350.00
<b>TODAY 11</b>															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/29/12 11/04/12 ---T--- 2 \$175.00 0.00															
25	KARE	10/30/12	10/30/12	Tonight Show Tonight Show	CM	1035pm-1135pm	-T-----	:30	1	\$575.00	P-2	0.00	NM	1	\$575.00
<b>TONIGHT SHOW</b>															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/29/12 11/04/12 -T----- 1 \$575.00 0.00															
26	KARE	10/30/12	10/30/12	M-F 2-3p The Doctors	CM	2P-3P	-T-----	:30	2	\$175.00	P-2	0.00	NM	2	\$350.00
<b>THE DOCTORS</b>															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/29/12 11/04/12 -T----- 2 \$175.00 0.00															
27	KARE	10/30/12	10/30/12	M-F 4-430p KARE 11 4 News	CM	4-430P	-T-----	:30	1	\$250.00	P-2	0.00	NM	1	\$250.00
<b>4P NEWS</b>															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/29/12 11/04/12 -T----- 1 \$250.00 0.00															
28	KARE	10/30/12	10/30/12	M-F 430-5p Jeopardy	CM	430-5P	-T-----	:30	2	\$600.00	P-2	0.00	NM	2	\$1,200.00
<b>JEOPARDY</b>															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/29/12 11/04/12 -T----- 2 \$600.00 0.00															
29	KARE	10/30/12	10/30/12		CM	5-530p	-T-----	:30	1	\$1,200.00	P-2	0.00	NM	1	\$1,200.00

Order / Rev: 715923  
Alt Order #: 06331768  
Flight Dates: 10/30/12 - 11/06/12

Advertiser: CRAVAACK, C / R /CON  
Product Desc: CRAVAAK FOR CONGRESS KARE  
Estimate: C30N06

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
M-F 5-530p KARE 11 5 News															
KARE11NWS-5															
Start Date    End Date    Weekdays    Spots/Week    Rate    Rating															
Week: 10/29/12    11/04/12    -T-----    1    \$1,200.00    0.00															
30	KARE	10/30/12	11/06/12	M-F 5-6a	CM	5-6a	- T-----	:30	1	\$200.00	P-2	0.00	NM	3	\$600.00
KARE First Edition M-F															
COMMENTS APPLY TO SUB LINES A THRU B															
KARE11-1ST EDT															
Start Date    End Date    Weekdays    Spots/Week    Rate    Rating															
Week: 10/29/12    11/04/12    -T-----    1    \$200.00    0.00															
Week: 11/05/12    11/11/12    -T-----    2    \$200.00    0.00															
31	KARE	10/30/12	11/06/12	M-F 9-10a	CM	9-10a	- T-----	:30	2	\$175.00	P-2	0.00	NM	4	\$700.00
TODAY															
TODAY 11															
Start Date    End Date    Weekdays    Spots/Week    Rate    Rating															
Week: 10/29/12    11/04/12    -T-----    2    \$175.00    0.00															
Week: 11/05/12    11/11/12    -T-----    2    \$175.00    0.00															
32	KARE	10/31/12	10/31/12	Tonight Show	CM	1035pm-1135pm	-- W----	:30	2	\$575.00	P-2	0.00	NM	2	\$1,150.00
TONIGHT SHOW															
Start Date    End Date    Weekdays    Spots/Week    Rate    Rating															
Week: 10/29/12    11/04/12    -- W----    2    \$575.00    0.00															
33	KARE	10/31/12	10/31/12	M-F 2-3p	CM	2P-3P	-- W----	:30	2	\$175.00	P-2	0.00	NM	2	\$350.00
The Doctors															
Start Date    End Date    Weekdays    Spots/Week    Rate    Rating															
Week: 10/29/12    11/04/12    -- W----    2    \$175.00    0.00															
34	KARE	10/31/12	10/31/12	M-F 4-430p	CM	4-430P	-- W----	:30	2	\$250.00	P-2	0.00	NM	2	\$500.00
KARE 11 4 News															
4P NEWS															
Start Date    End Date    Weekdays    Spots/Week    Rate    Rating															
Week: 10/29/12    11/04/12    -- W----    2    \$250.00    0.00															
35	KARE	10/31/12	10/31/12	M-F 430-5p	CM	430-5P	-- W----	:30	2	\$600.00	P-2	0.00	NM	2	\$1,200.00
Jeopardy															
Start Date    End Date    Weekdays    Spots/Week    Rate    Rating															
Week: 10/29/12    11/04/12    -- W----    2    \$600.00    0.00															
36	KARE	10/31/12	10/31/12	M-F 5-530p	CM	5-530p	-- W----	:30	1	\$1,200.00	P-2	0.00	NM	1	\$1,200.00
KARE 11 5 News															
KARE11NWS-5															
Start Date    End Date    Weekdays    Spots/Week    Rate    Rating															
Week: 10/29/12    11/04/12    -- W----    1    \$1,200.00    0.00															
37	KARE	10/31/12	10/31/12	M-F 9-10a	CM	9-10a	-- W----	:30	2	\$175.00	P-2	0.00	NM	2	\$350.00
TODAY															
TODAY 11															
Start Date    End Date    Weekdays    Spots/Week    Rate    Rating															
Week: 10/29/12    11/04/12    -- W----    2    \$175.00    0.00															
38	KARE	11/02/12	11/02/12	Tonight Show	CM	1035pm-1135pm	----- F--	:30	1	\$575.00	P-2	0.00	NM	1	\$575.00
Tonight Show															
Start Date    End Date    Weekdays    Spots/Week    Rate    Rating															
Week: 10/29/12    11/04/12    ----- F--    1    \$575.00    0.00															
39	KARE	11/02/12	11/02/12	M-F 3-4p	CM	3-4p	----- F--	:30	2	\$275.00	P-2	0.00	NM	2	\$550.00
DR OZ															
Start Date    End Date    Weekdays    Spots/Week    Rate    Rating															
Week: 10/29/12    11/04/12    ----- F--    2    \$275.00    0.00															
40	KARE	11/02/12	11/02/12	M-F 5-6a	CM	5-6a	----- F-	:30	2	\$200.00	P-2	0.00	NM	2	\$400.00
KARE First Edition M-F															
Start Date    End Date    Weekdays    Spots/Week    Rate    Rating															
Week: 10/29/12    11/04/12    ----- F-    2    \$200.00    0.00															
41	KARE	11/02/12	11/02/12		CM	7-9a	----- F-	:30	2	\$700.00	P-2	0.00	NM	2	\$1,400.00

Order / Rev: 715923  
Alt Order #: 06331768  
Flight Dates: 10/30/12 - 11/06/12

Advertiser: CRAVAACK, C / R /CON  
Product Desc: CRAVAAK FOR CONGRESS  
Estimate: C30N06

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
				Today Show										
				Today Show										
		Start Date	End Date	Weekdays		Spots/Week				Rate		Rating		
		Week: 10/29/12	11/04/12	-----F--		2				\$700.00		0.00		
42	KARE	11/05/12	11/05/12	M-F 3-4p DR OZ	CM	3-4p		:30	2	\$275.00	P-2	0.00	NM	2 \$550.00
		Start Date	End Date	Weekdays		Spots/Week				Rate		Rating		
		Week: 11/05/12	11/11/12	M-----		2				\$275.00		0.00		
43	KARE	11/05/12	11/05/12	M-F 5-6a KARE First Edition M-F	CM	5-6a		:30	1	\$200.00	P-2	0.00	NM	1 \$200.00
		Start Date	End Date	Weekdays		Spots/Week				Rate		Rating		
		Week: 11/05/12	11/11/12	M-----		1				\$200.00		0.00		
44	KARE	11/05/12	11/05/12	Today Show Today Show	CM	7-9a		:30	3	\$700.00	P-2	0.00	NM	3 \$2,100.00
		Start Date	End Date	Weekdays		Spots/Week				Rate		Rating		
		Week: 11/05/12	11/11/12	M-----		3				\$700.00		0.00		
45	KARE	11/01/12	11/01/12	Tonight Show Tonight Show	CM	1035pm-1135pm	---T---	:30	1	\$575.00	P-2	0.00	NM	1 \$575.00
		Start Date	End Date	Weekdays		Spots/Week				Rate		Rating		
		Week: 10/29/12	11/04/12	---T---		1				\$575.00		0.00		
46	KARE	11/01/12	11/01/12	M-F 3-4p DR OZ	CM	3-4p		:30	2	\$275.00	P-2	0.00	NM	2 \$550.00
		Start Date	End Date	Weekdays		Spots/Week				Rate		Rating		
		Week: 10/29/12	11/04/12	---T---		2				\$275.00		0.00		
47	KARE	11/01/12	11/01/12	M-F 5-6a KARE First Edition M-F	CM	5-6a		:30	1	\$200.00	P-2	0.00	NM	1 \$200.00
		Start Date	End Date	Weekdays		Spots/Week				Rate		Rating		
		Week: 10/29/12	11/04/12	---T---		1				\$200.00		0.00		
48	KARE	11/01/12	11/01/12	Today Show Today Show	CM	7-9a		:30	2	\$700.00	P-2	0.00	NM	2 \$1,400.00
		Start Date	End Date	Weekdays		Spots/Week				Rate		Rating		
		Week: 10/29/12	11/04/12	---T---		2				\$700.00		0.00		
49	KARE	10/30/12	10/30/12	Tonight Show Tonight Show	CM	1035pm-1135pm	-T-----	:30	1	\$575.00	P-2	0.00	NM	1 \$575.00
		Start Date	End Date	Weekdays		Spots/Week				Rate		Rating		
		Week: 10/29/12	11/04/12	-T-----		1				\$575.00		0.00		
50	KARE	10/30/12	10/30/12	M-F 3-4p DR OZ	CM	3-4p		:30	2	\$275.00	P-2	0.00	NM	2 \$550.00
		Start Date	End Date	Weekdays		Spots/Week				Rate		Rating		
		Week: 10/29/12	11/04/12	-T-----		2				\$275.00		0.00		
51	KARE	10/30/12	10/30/12	M-F 5-6a KARE First Edition M-F	CM	5-6a		:30	1	\$200.00	P-2	0.00	NM	1 \$200.00
		Start Date	End Date	Weekdays		Spots/Week				Rate		Rating		
		Week: 10/29/12	11/04/12	-T-----		1				\$200.00		0.00		
52	KARE	10/30/12	11/06/12	Today Show Today Show	CM	7-9a		:30	3	\$700.00	P-2	0.00	NM	6 \$4,200.00
		Start Date	End Date	Weekdays		Spots/Week				Rate		Rating		
		Week: 10/29/12	11/04/12	-T-----		3				\$700.00		0.00		
		Week: 11/05/12	11/11/12	-T-----		3				\$700.00		0.00		
53	KARE	10/31/12	10/31/12	M-F 3-4p DR OZ	CM	3-4p		:30	2	\$275.00	P-2	0.00	NM	2 \$550.00
		Start Date	End Date	Weekdays		Spots/Week				Rate		Rating		
		Week: 10/29/12	11/04/12	--W----		2				\$275.00		0.00		
54	KARE	10/31/12	10/31/12	M-F 5-6a KARE First Edition M-F	CM	5-6a		:30	2	\$200.00	P-2	0.00	NM	2 \$400.00
		Start Date	End Date	Weekdays		Spots/Week				Rate		Rating		
		Week: 10/29/12	11/04/12	--W----		2				\$200.00		0.00		
55	KARE	10/31/12	10/31/12	Today Show Today Show	CM	7-9a		:30	2	\$700.00	P-2	0.00	NM	2 \$1,400.00

Order / Rev: 715923  
 Alt Order #: 06331768  
 Flight Dates: 10/30/12 - 11/06/12

Advertiser: CRAVAACK, C / R /CON  
 Product Desc: CRAVAAK FOR CONGRESS KARE  
 Estimate: C30N06

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
55	KARE	10/31/12	10/31/12	Today Show Today Show	CM	7-9a	--W---	:30	2	\$700.00	P-2	0.00	NM	2	\$1,400.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week: 10/29/12    11/04/12    --W---    2    \$700.00    0.00															
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week: 10/29/12    11/04/12    -----S-    1    \$500.00    0.00															
														Totals	95    \$41,650.00